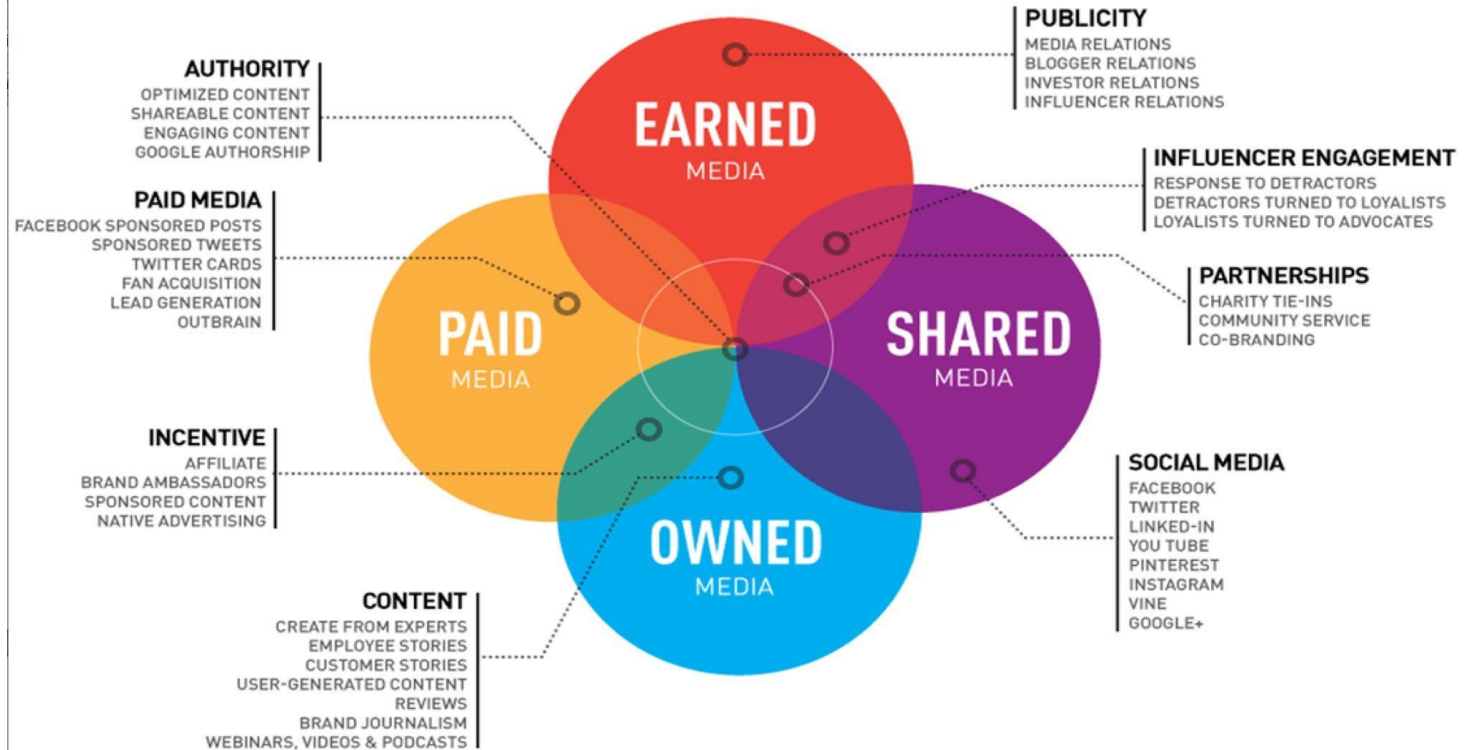


Hands-on Tools for Social Media Engagement

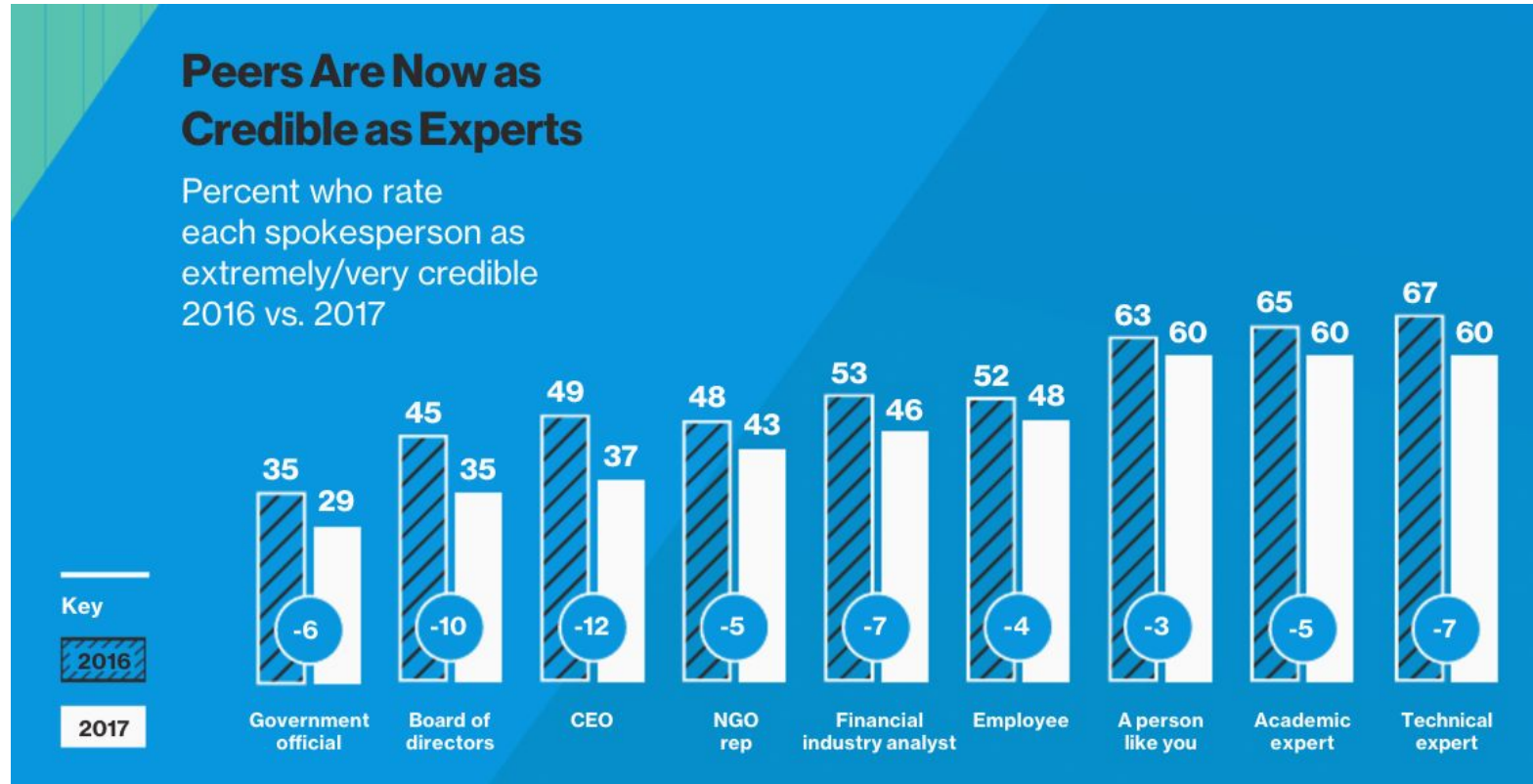
Jean Kelso Sandlin, EdD
Professor, Communication
California Lutheran University



Trend #1: Convergence of Media

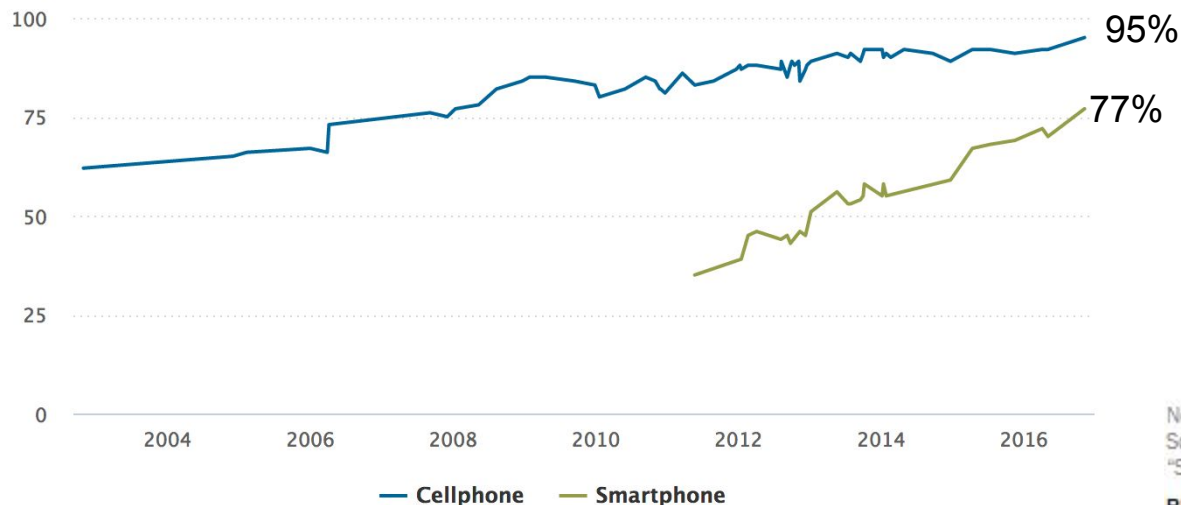


Trend #2: Declining Trust & Desire for Transparency



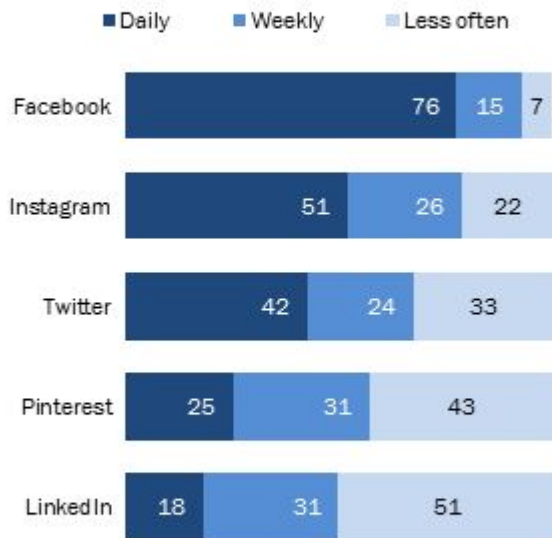
Trend #2: Mobile Friendly & “Friendly” Influencers

% of U.S. adults who own the following devices



Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...



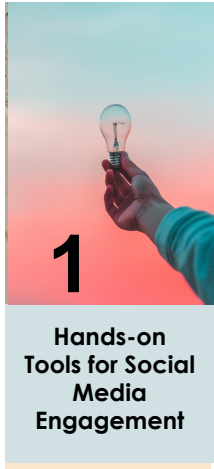
Note: Do not know/refused responses not shown.
Source: Survey conducted March 7-April 4, 2016.
“Social Media Update 2016”

PEW RESEARCH CENTER

Why is social media engagement important to nonprofit organizations?

- ❑ Engages publics **where** they are (online and mobile) and **when** they are available (24/7 platforms)
- ❑ Position organization as **credible** and a valuable **resource**
- ❑ **Media** use social media for story ideas and experts
- ❑ Increases digital **traffic** and **sharing**
- ❑ Boosts and rewards **partnerships**
- ❑ Provides social **recognition** for involvement
- ❑ Adds to your organization's capacity for **awareness, recruitment, education** and fosters **community building**





Idea: RPIE (research, planning, implement, evaluate)

Create a social media strategy.



Resources

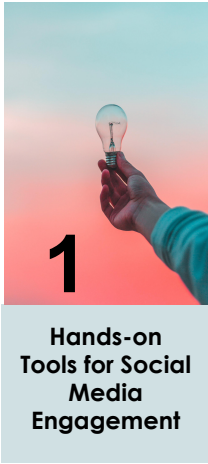
[Hootsuite](#)

[Cision](#)

[Google Analytics](#)

Why?

- ❑ Defines role of social media for your organization
- ❑ Develops benchmarks to measure progress value.
- ❑ Aligns goals with actions



Idea: RPIE (research, planning, implement, evaluate)

RESEARCH

- ☐ Define problem or opportunity.
- ☐ Define public(s)
- ☐ Explore publics social media habits and influencers
- ☐ Assess organization's social media history, platforms, engagement, themes, & effectiveness

EVALUATION

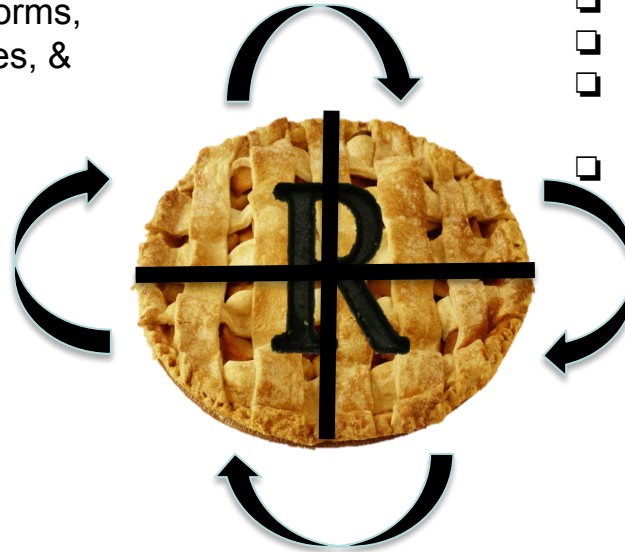
- ☐ Measure against KPIs
- ☐ Share what you learned.
- ☐ Update based on what you've learned.

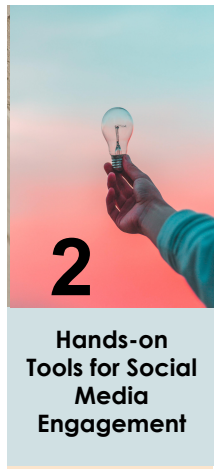
PLANNING

- ☐ Align goals and objectives with publics interests, wants, needs and habits
- ☐ Go where publics gather
- ☐ Develop partnerships & engage entire organization.
- ☐ Link physical to digital
- ☐ Make it easy to participate
- ☐ Consistency in theme, tone (voice & aesthetic)
- ☐ Set KPIs (key performance indicators)

IMPLEMENTATION

- ☐ Calendar, assign, schedule & respond
- ☐ Use hashtags
- ☐ Use partnerships and affinity groups
- ☐ Remain flexible





Idea: Infographic or visual

Create an infographic from your existing statistics or public record statistics.

Why?

- ❑ Quick Glance-friendly
- ❑ Complex made easy
- ❑ 3X more likely to be shared on social media
- ❑ Positions your organization as the expert



2

Hands-on
Tools for Social
Media
Engagement

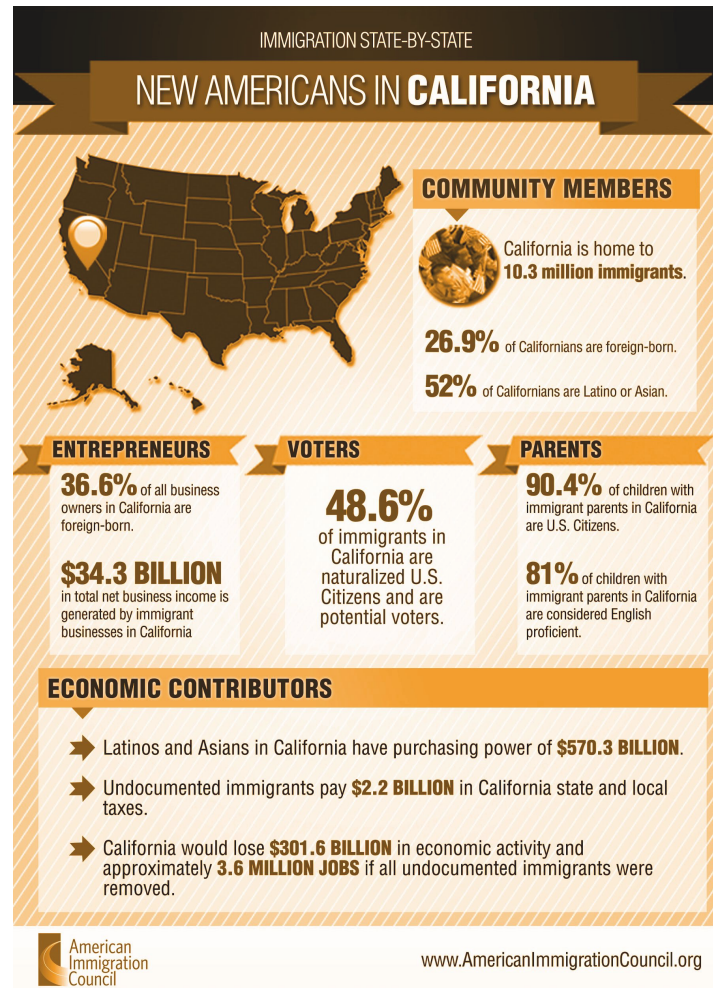
Infographic Sample & Tools

[Piktochart.com](https://piktochart.com)

Canva.com

Infogram

For inspiration, I suggest
informationisbeautiful.net



2

Hands-on
Tools for Social
Media
Engagement

Infographic Sample & Tools

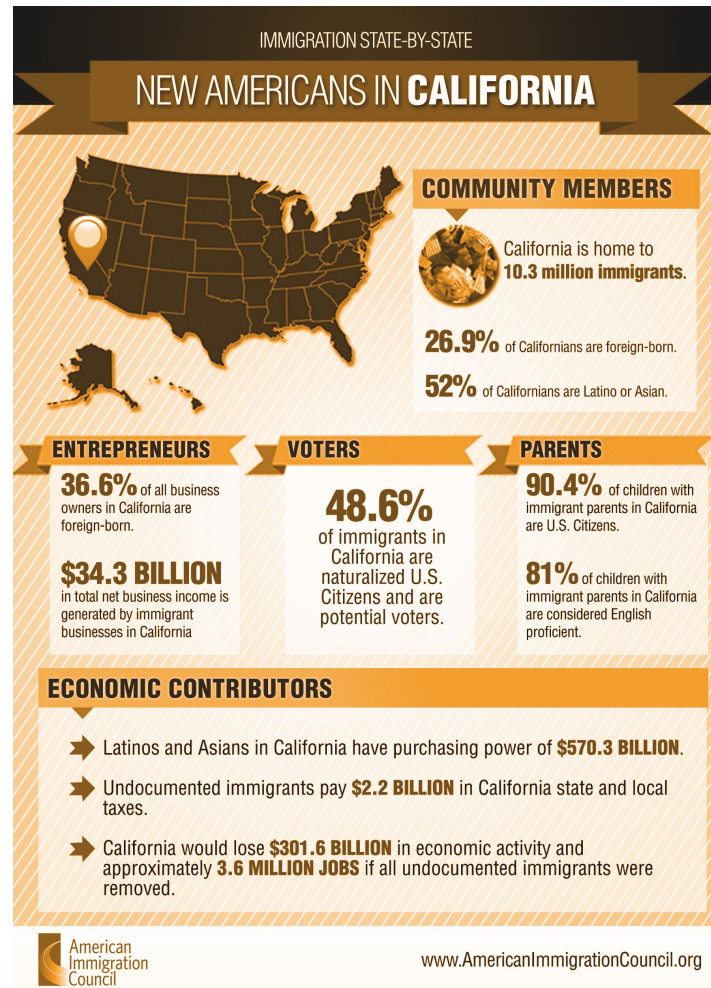
[Piktochart.com](https://piktochart.com)

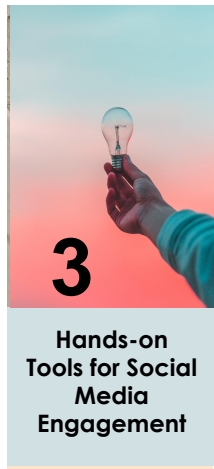
[Canva.com](https://canva.com)

[Infogram](https://infogram.com)

[Venngage](https://venngage.com)

For inspiration, I suggest
informationisbeautiful.net





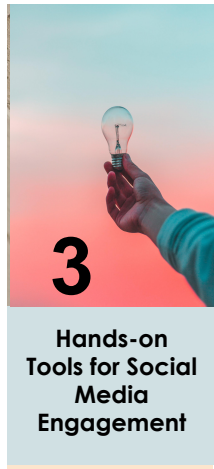
Idea: Short Videos or animations

Create short videos from your existing photos or phone videos. (No more than 1 min. 40 sec)



Why?

- ❑ Compelling
- ❑ Visuals are easy to process
- ❑ More likely to be shared



Samples & Tools

[Animoto](#)

[Adobe Spark](#)

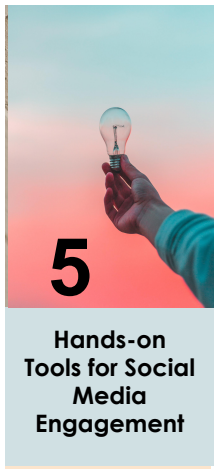
[Powtoon](#)

[Giphy](#)

[Screencast-O-Matic](#)

[Pexels](#)





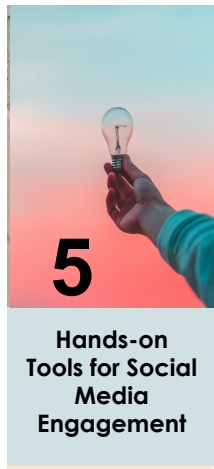
Idea: Quickly Curate Stories Relevant to Your Cause

Communicate relevant information from other sources related to your organization's mission.



Why?

- ❑ “Sift” stories according to what is relevant to your audience
- ❑ Positions you as tuned-in expert
- ❑ Easy to share
- ❑ Faster than creating your own content



Curation Samples & Tools

[Google Alerts](#)

[Storify](#)

[Paper.li](#)

[Pinterest](#)



philanthropy
Philanthropy

926 views

2017 Resolutions for the Nonprofit World



Share

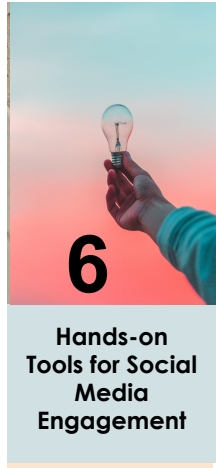


1



3 months ago



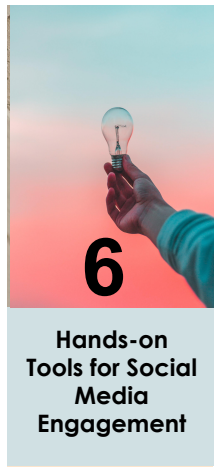


Idea: Create Interactive Online Experiences/Story Mapping



Why?

- ❑ Greater engagement
- ❑ Complex made easy
- ❑ Storytelling with geographic or chronologic information

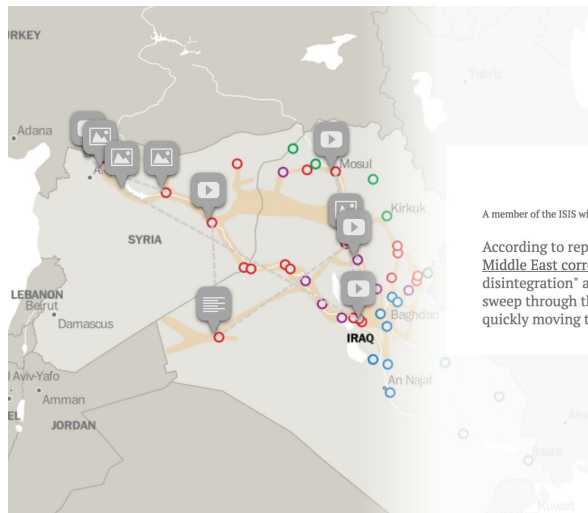


Samples and Tools

Storymap

Timeline

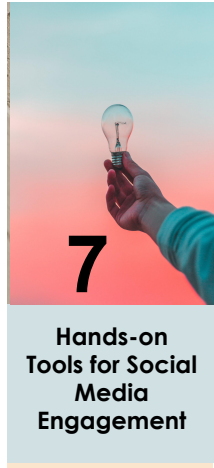
Google's Fusion Tables and Mapping



The Washington Post

How the Islamic State is Carving out a New Country





Idea: Stream Live Events

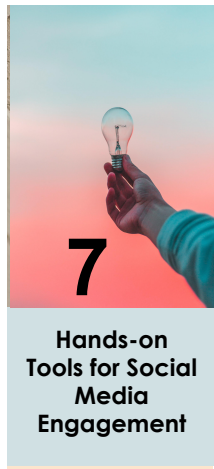
Broadcast live events - interviews with experts, meetings with congress, etc.

*seek permission and promote



Why?

- ❑ Scarcity
- ❑ Foster Donor & Volunteer "Specialness"
- ❑ Excitement of "live" event
- ❑ Positions organization as having "access."



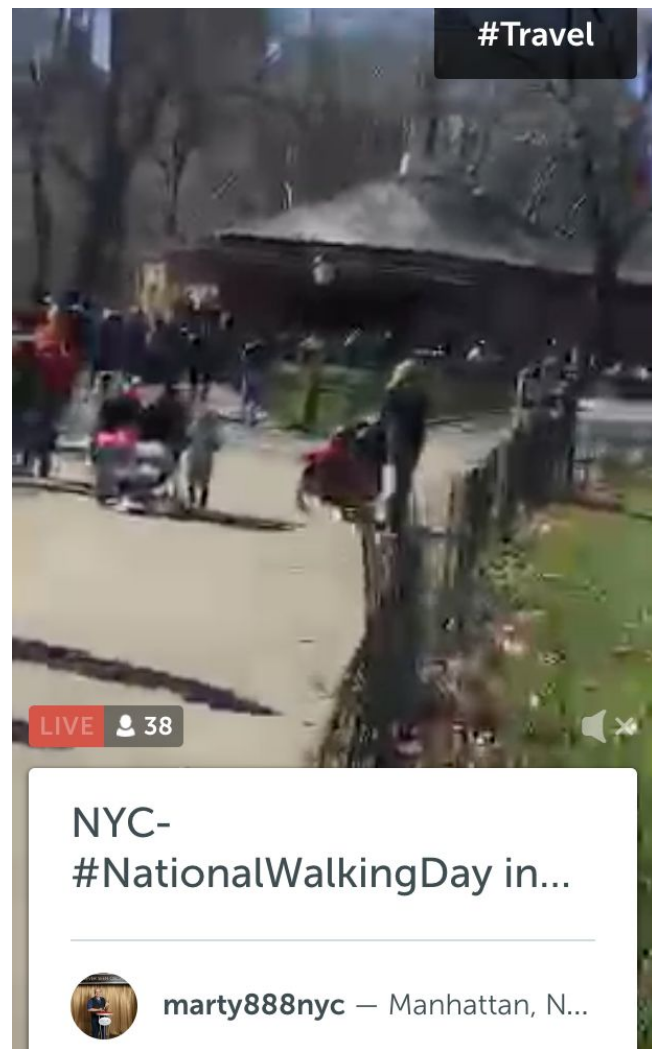
Stream Live Samples & Tools

[Facebook Live](#)

[YouTube Live](#)

[Periscope](#)

[Instagram](#)



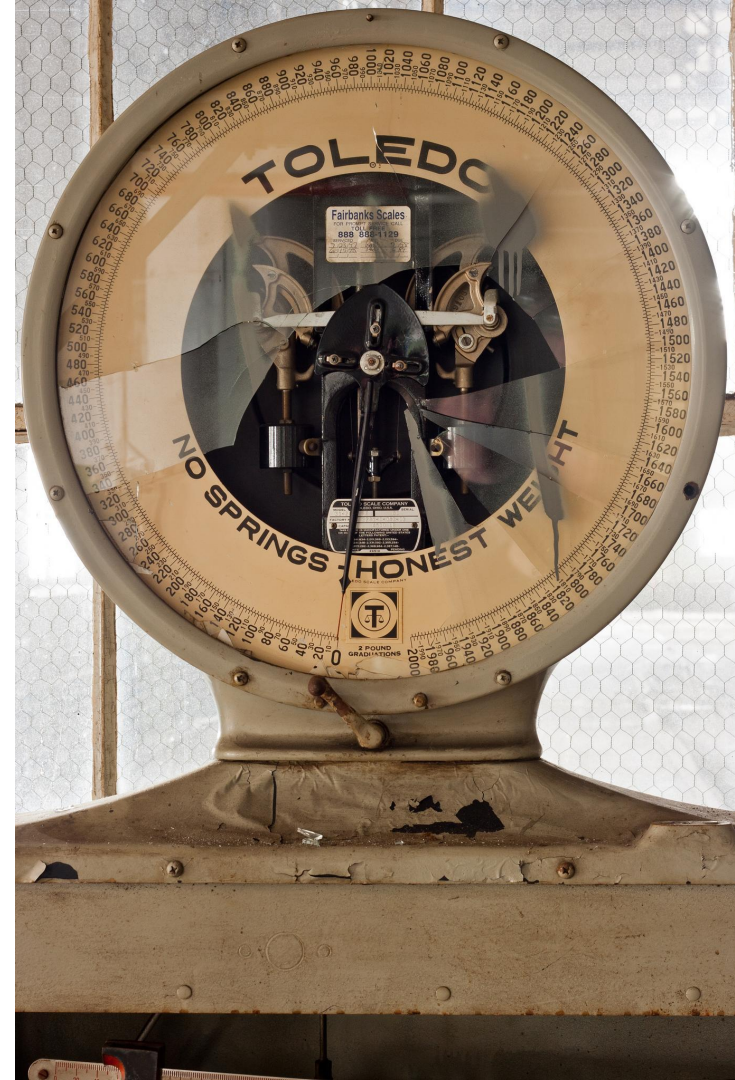
When considering social media, remember...

Right Place (what platform, where are your publics, what do they do on each platform?)

Right Time (consider length of video vs. photo vs. engagement)

Right Tone (match the platform, the trends, the public's disposition and be aware of current events)

Measure results, repeat.



More Resources

[Nielsen Social Media Report](#)

[PR ROI e-book](#) (ROI = return on investment - in other words, it gives ideas on how to measure PR outcomes)

[2017 Global Comms Report](#) (via Cision)

[Pew Research Center on Social Media](#)

[Pew Research Center on Social Networks](#)

[Social Media Stats via Hootsuite](#)

Facebook

[Facebook Trends](#)

[Zephoria's Report on Facebook Trends](#)

[SocialBaker's Report on Facebook](#)

Twitter

[Useage provided by Twitter](#)

[Social Baker's Report on Twitter:](#)

[Zephoria's Report on Twitter](#)

